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# Kellogg's GREAT CROPS of STRAWBERRIES and other fruits

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1948



See pages 12-13  
for the Straw-  
berry that  
needs no sugar.

## We Try Sugar--But it Doesn't Do

We are trying to show you a picture of Nectarena Strawberry that will really do it justice; but since the outstanding feature of Nectarena is its amazingly wonderful flavor, it seems to be impossible. Above, we use sugar, to show sweetness; but still the picture

is not right because the flavor is not sugary, but a unique type of sweetness you never experienced before. Actually Nectarena needs no sugar. See pages 12 and 13 for more about this amazingly delicious Strawberry.

R. M. Kellogg Co. Three Rivers, Michigan

# Grapes of Known Merit

Plant along a fence or make a Grape arbor over a walk. Prices at bottom.

**Caco.** (Red.) (At right.) Juicy, sweet, extra early, large, long, compact bunches.

**Catawba.** (Red.) Heavy producer of large, amber-red fruit.

**Delaware.** (Red.) Hardy; heavy producer. Delicious flavor.

**Fredonia.** (Black.) Fine, large, plump, juicy. Very early.

**Moore's Early.** (Black.) Sweet flavor all its own. Early.

**Niagara.** (White). (At right.) Large bunches. Hardy, sweet and delicious.

**Portland.** (White.) Very early, very large. Sweet, hardy, productive. Can be eaten before fully ripe. Berries larger and better than Niagara.

**Sheridan.** (Black.) More delicious, richer and better than Concord. Week later. Fine shipper. Very late.

**Worden.** (Black.) Very hardy, healthy and productive. Fruits early, surpassed by no other variety. Very popular family Grape.



**Cultural Note:** Plant all Grapes about 8 feet apart; good or ordinary, well-drained, sandy loam soil; full sun; ordinary moisture requirements; trellis.

**PRICES: All Grapes at left except Concord.**

1 for \$0.35	12 for \$2.77
3 for .79	25 for 5.60
6 for 1.44	50 for 11.10

**Concord.** (Black.) Most popular of all black Grapes. Excellent quality. Hardy, heavy yielder of large bunches of juicy, sweet and tender Grapes. **PRICES:** 1 for 30c; 3 for 67c; 6 for \$1.24; 12 for \$2.36; 25 for \$4.79.

## Send 'Em To College!

An acre of Kellogg's Strawberries should easily produce 5000 quarts, if given average care; and under present conditions that quantity would easily produce enough profit to keep one youngster in college for a year, with money left over. It would last for two years, if the youngster works, as many do. And, many Kellogg customers report yields far in excess of 5000 quarts per acre. Plan now for your youngster's education. Plant an acre of Kellogg's Strawberries, or even a half acre, and watch that college fund grow.

Harold M. Lambert  
Photos

**Important!** When planning the youngster's college education, play safe. Plant a known and proven money-maker. Kellogg's Premier would be our recommendation. See pages 18 and 19.

R. M. Kellogg Co., Three Rivers, Mich.





# California - Hardy Grapes

Plant a trial order this year, and learn the value of these luscious varieties from your own experience.

Seneca

These Grapes are sweet, tender-skinned and GOOD—just like the Grapes that have before come only from California; but now they can be grown in the North and East, where you can have them fresh from the vine. Fruit in fall.

## Seneca Skinless

Just a nice tender munch, and a sweet, juicy crunch; no skins to worry about, and the same sweet deliciousness as the California varieties; strikingly similar in flavor. You will be amazed when you taste them, and so will your customers.

Seneca is the newest of the **Hardy California Type** Grapes; with this added edible-skin quality. Vine vigorous and productive; bunches well filled and attractive. **PRICES:** 1 for \$1.25; 2 for \$2.03; 4 for \$3.59; 6 for \$5.16.

Bargain!

2 Seneca Skinless .....	\$2.03
2 Golden Muscat .....	2.03
Total Value .....	\$4.06
Special Price Only	<b>\$3.35</b>

### Cultural Note:

Plant all

Grapes about

8 feet apart,

ordinary, well-drained, sandy loam soil; full sun; ordinary moisture requirements; trellis.

## Golden Muscat

An amazing cross between Golden Muscat and hardy northern varieties; will produce quantities of enticing fruit with big profits. Golden Muscat has all the fine deliciousness, meatiness, and firmness of the California varieties plus northern hardiness and stability. A fine commercially successful California type that grows wherever northern Grapes are grown. Bears quantities of beautiful clusters. Ships well. Money-maker.

**PRICES:** 1 for \$1.25; 2 for \$2.03; 4 for \$3.59; 6 for \$5.16.

**ORDER EARLY!** Plants reserved for you until shipping time.

**R. M. Kellogg Company,  
Three Rivers, Michigan**

# Giant Victoria Rhubarb



## Rhubarb Cultural

**Note:** Plant in rich, well drained, non-acid soil, 18 to 24 inches apart. If in rows, space rows about 4 feet. Sun or part shade. Plenty of fertilizer.



Easy to grow—practically takes care of itself once it is established. We offer the Giant Victoria red variety that everyone likes so well. Stalks extra large; roots extra strong.

6 for \$1.20	50 for \$6.45
12 for 1.95	75 for 9.45
25 for 3.45	100 for 12.45

# Asparagus

## The Early Spring Money-Maker

Smart growers plant a series of crops which will bring them money from early to late. This not only spreads their income, but spreads the work, too, making a large income easy to manage. Much more of the work can be done by the grower himself by this method.

Victoria Rhubarb

For the earliest of spring money-makers, we recommend Asparagus. It appears very early and is most succulent and appetizing then, and people will pay high prices to get it. Further, it is very easy to harvest, and requires but very little care after it is once set. Produces year after year.

## Martha Washington

Remarkably free from disease. Produces large crops. Stalks unusually tender and juicy. Plump stalks in one year from planting; continues for about 20 seasons. Has withstood the test of many years.

### PRICES

Quantity	1-Yr.	2-Yr.
12 for .....	\$ 0.57	\$ 0.69
25 for .....	.94	1.19
50 for .....	1.48	1.98
100 for .....	2.45	3.45
500 for .....	10.25	15.25
1000 for .....	20.00	30.00

## New Paradise

Only 6 or 8 stalks make a pound; thus Paradise comes into big money earlier than any other variety, and continues year after year. Some growers say it produces twice the crop of ordinary Asparagus.

### PRICES

Quantity	1-Yr.	2-Yr.
12 for .....	\$ 0.62	\$ 0.74
25 for .....	1.04	1.28
50 for .....	1.68	2.15
100 for .....	2.85	3.80
500 for .....	12.25	17.00
1000 for .....	24.00	33.50

**R. M. Kellogg Company,  
Three Rivers, Michigan**

### Cultural Note:

Plant Asparagus in any ordinary garden soil. Normal moisture requirements. Lots of sun. Planting distance: rows 3 feet apart; plants 20 inches in row.



Time was when 60c per quart was considered an exceedingly high retail price for Strawberries. Now here is a variety which is bringing 60c per quart wholesale, and more. These prices were obtained in September, 1945, by the West Michigan growers.

Note that we say September. That means that Streamliner is a commercially profitable berry in the fall. That's why Streamliner is the quick way to bigger profits.

ORDER  
Tester  
Special  
(Below)

# New *Streamliner* Everbearing Strawberry

With the standard, or June-bearing Strawberries, you must wait a full year before you can cash in on your investment. Streamliner gives you big profitable crops six months or less after planting. It starts bearing some fruit only about 60 days after planting, and by September will be fruiting heavily so that picking is economical and marketing is profitable.

Further, the berries are large, attractive, and profitable in the spring, as well as in the fall. For that reason, Streamliner comes the nearest to being a true everbearer of any of the everbearing varieties—not merely a fall-bearer. It fruits well the first fall, the following spring, and the following fall, giving you three good crops in the period of 18 months.

Streamliner berries are uniformly large, well colored, uniform in shape, colored all the way to the center, and have no green tips. It is considered by many as the best flavored everbearer today.

The plants are vigorous and hardy, and stand sub-zero temperatures easily. Further, they have little preference as to soil, doing well on anything from clay to sandy loam. Our supplies of Streamliner are limited. Order early.

## PRICES

25 for \$1.50	100 for \$ 5.40	400 for \$20.30
50 for 2.80	200 for 10.40	500 for 25.25
75 for 4.10	300 for 15.35	Limit: 500

A good thing to order if you want to try the new varieties.

50 NECTARENA (June-bearers) ...	\$2.80
50 Kellogg's Premier ...	1.02
50 STREAMLINER (Everbearers) ....	2.80
50 Gem (Everbearers) ...	1.40
Total Value ...	\$8.02

SPECIAL PRICE **\$7.17**

## Kellogg's Tester Special

A special collection of Strawberry plants for testing the new Nectarena and Streamliner Strawberries against varieties of established merit. Compare Nectarena with Kellogg's Premier, and Streamliner with Gem, and determine for yourself how well they succeed under your conditions, and how they compare with the former leaders. See pages 12-13 for Nectarena.

R. M. Kellogg Co., Three Rivers, Mich.

# Kellogg's Ever



## Gem

Gem is the money-making everbearer. Its berries are solid, and carry well to market. They are well shaped, well colored, deliciously flavored. Plants healthy, vigorous, drought resistant, productive. Grow in narrow rows for best results. Does not require mating. It produces a fine crop of money-making berries in the fall—berries that will sell well at fancy prices—and then again in the spring. More and more, Gem is being planted for profit.

**ORDER EARLY:** Everbearing plants are scarce. Order now and have yours reserved.

	PRICES
25 for	\$0.80
50 for	1.40
75 for	2.00
100 for	\$2.60
200 for	4.80
300 for	6.95
400 for	\$ 9.10
500 for	11.25
1000 for	22.00

## Bargain!

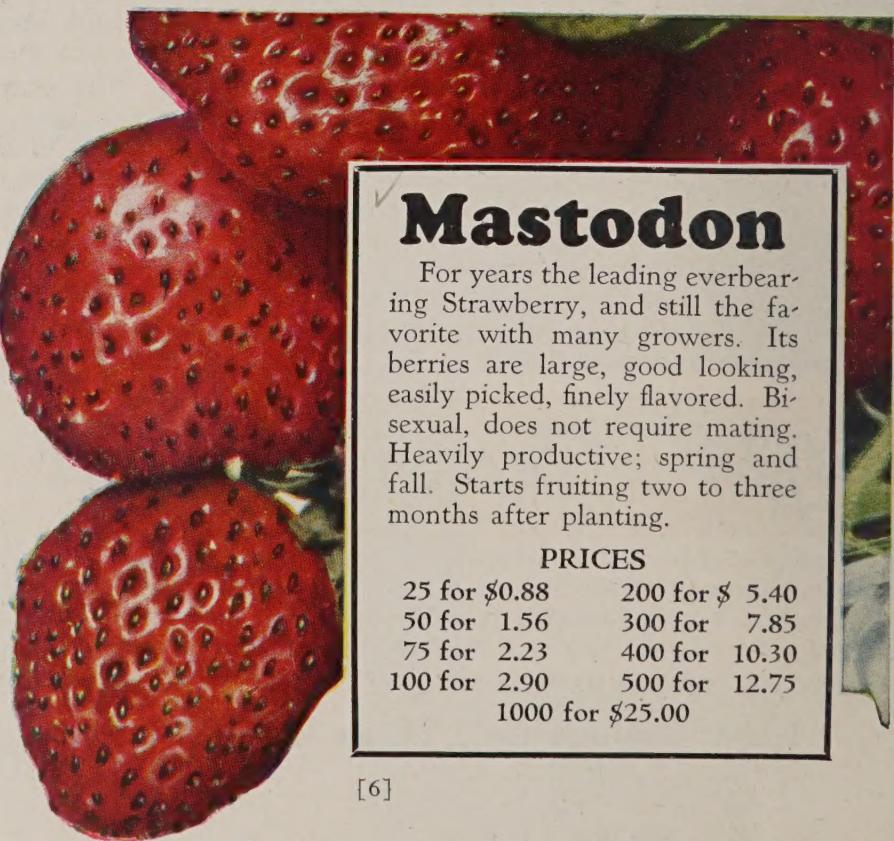
100 Gem ... \$2.60  
100 Mastodon 2.90

Total Value, \$5.50

Special Price **\$4.95**

**Free** With Your Order

Tells how—Strawberries, Raspberries, Blackberries, Grapes, and other small fruit. Beginning to end. Sent only if you ask for it on your order, but don't hesitate to ask. It's FREE! You're welcome.



## Mastodon

For years the leading everbearing Strawberry, and still the favorite with many growers. Its berries are large, good looking, easily picked, finely flavored. Bisexual, does not require mating. Heavily productive; spring and fall. Starts fruiting two to three months after planting.

	PRICES
25 for	\$0.88
50 for	1.56
75 for	2.23
100 for	2.90
200 for	\$ 5.40
300 for	7.85
400 for	10.30
500 for	12.75
1000 for	\$25.00

# bearers

prolonging your season by giving you a fall crop of berries as well as a spring crop. And now, with the great improvement in everbearing varieties, they are really money-makers. They sell well at fancy prices. More and more, they are being planted for profit. We are offering you the three best varieties for home use and market. They'll make money.

## Minnesota

No. 1166

Produced at the Minnesota Agricultural Experiment Station, Minnesota 1166 has hardiness, and fruitfulness under adverse conditions that most varieties do not have. Many believe it will soon replace the ordinary varieties, because it really is superior. Berries are large, well shaped, dark red clear through, and have marvelous keeping and shipping qualities. Do not rot in the box or dry up.

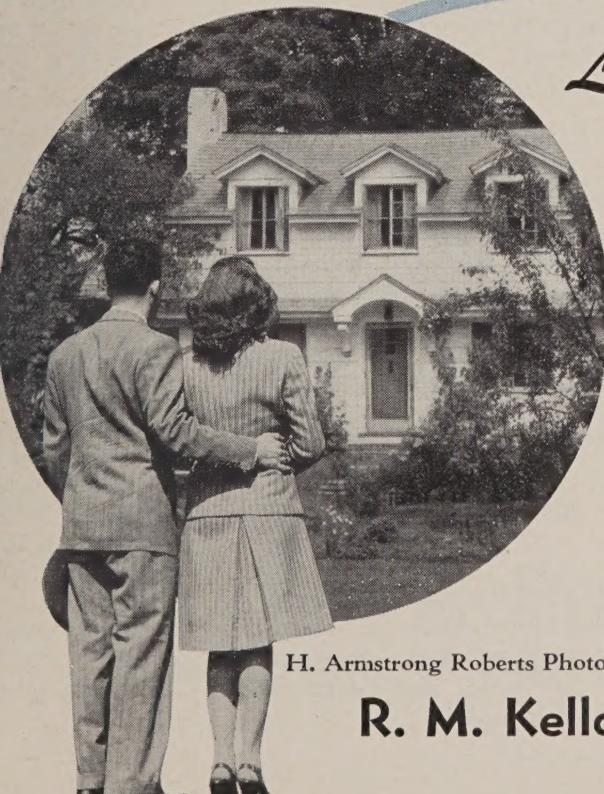
Flavor, an important quality, is exceedingly fine. Customers want flavor or they will not buy. Given flavor, they come back for more, and your profits from Minnesota 1166 will pyramid year after year.

Not more than 500 Minnesota 1166 plants to a customer.



### PRICES

25 for \$1.00	75 for \$2.60	200 for \$6.40
50 for 1.80	100 for 3.40	300 for 9.35
400 for \$12.30	500 for \$15.25	



H. Armstrong Roberts Photo

### *Let Your Lot Buy Your Home*

If you are one (or a blissful two) who has been wanting a new home, don't drop your plans because of high costs and shortage of materials. Keep on planning and wishing, and let your plans pay their way.

Perhaps you have your lot now. If so, plant it this coming season to Strawberries, put the profits in good bonds or a savings account, and when building time does belatedly come, you will have a substantial down payment ready.

2500 plants will set a lot 100 by 150 feet, and will produce from 1500 to 2500 quarts of berries or more. Price of berries, 30c to 50c per quart, or more. **YOUR PROFIT, \$400 to \$1200.** Second year, about the same.

Better yet, buy a second lot after the first year's fruiting, and plant it too, and in five to ten years you will have your home entirely paid for by Strawberries. **BEST MONEY-MAKER—KELLOGG'S PREMIER.**

**R. M. Kellogg Company, Three Rivers, Michigan**

# You Don't With

Old timers will remember Senator Dunlap as once the best of all varieties, and it still enjoys the reputation in certain parts of the United States, while Dorsett, Fairfax, Catskill, and Blakemore have now enjoyed years of popularity. The only new variety on these two pages is Robinson, and that has already been received with such acclaim that we know you are perfectly safe in ordering it. You are safe with any of the varieties listed here. Given normal care, normal soil, and average weather, they will produce the loads of fine, attractive, well flavored berries that will build up a very profitable trade for you.

## Kellogg's Beauty

Kellogg's Beauty fruits late, when other varieties are about done, and by then you think you have had enough Strawberries, but one look at Beauty's delicious looking berries, and funny things happen to your appetite! You are off again, eating Strawberries by the dishful and enjoying them, too!

Beauty keeps well, sells well, looks well, grows well—makes money for you. Berries big, sparkling and delicious. Beautiful bright red in color. Solid, firm, good shipper. Kellogg's Beauty is bi-sexual and may be planted alone. Can also be used as a mate for Kellogg's Big Late. Prices below.

## Blakemore

Midseason, bi-sexual, does not require mating. Don't think that Blakemore's not an important variety, just because not pictured. It's one of the best: a big, hardy, strong grower that produces big crops of large, round, sparkling, solid berries. Solid red from surface to center. Exceedingly beautiful. Excellent for home garden or for market. Growing more popular every year, and making more and more money for growers, and more and more eating pleasure, too. Grow in narrow rows for best results. Mild and sweet. Prices below.

## Catskill

The extra large size of the berries is the feature of Catskill; really huge. And the flavor is extra fine, too; mild and sweet. Color is brilliant red with bright green calyx—very showy, excellent seller. Really making a very good name for itself. Plants vigorous and exceedingly productive. Grow in narrow rows for best results; does not require mating. Prices below.

## Prices

25 for \$0.56	100 for \$1.65	400 for \$ 5.30
50 for .92	200 for 2.90	500 for 6.50
75 for 1.29	300 for 4.15	1000 for 12.50

**Cultural Note:** Keep all Strawberries in narrow rows; better fruit, more of it. Avoid lime. Soil range: sandy loam to clay loam, and intermediate. Give them good drainage. Full sun.

# Gamble These

## Kellogg's Big Late

(Pistillate—plant with any variety below.) A visitor to our nursery once remarked, after tasting Kellogg's Big Late berries: "Umm! What a sweetheart!"

And they are, indeed, because they are so delicious: they will make the best shortcake you ever tasted, are delightful fresh from the vine, and are wonderful with cream.

Big Late berries are borne on tall, upright fruit stalks, well above the sand and dirt, where they keep clean for your customers! They are sweet and delicious, healthy and vigorous. Big Late grows well under any system, but prefers narrow rows. Prices below left.

## Dorsett

Once acclaimed as a long-last rival to Kellogg's Premier, and it is excellent. We recommend it. If you have never grown it, try it. You'll like it. It is a big solid beauty that is one of the very best money-makers—profits up to \$1000 per acre. Extra early, but immune to frost, drought, and excessive rain. Fruits extra early to late. Berries keep, ship, hold color. Fine canner. Excellent fresh; sweet. Bi-sexual. Prices below left.

## Fairfax

(Bi-sexual. Does not require mating.) This variety's unusual flavor will appeal to you: non-acid, delicious, different. As good as Dorsett but slightly later—frost resistant—succeeds anywhere. Berries are very deep red clear through, and firm and solid; extra large; bring high prices—will attract customers away from the cheap, shipped-in berries. Prices below left.

## Robinson

(Bi-sexual.) Add up all the enthusiasm you encounter about Robinson, and the answer is: TRY IT. The berries are extra large, beautiful, glossy, scarlet-red clear to center. Mild, juicy flavor. Conical shape. Fruits few days after Premier. Long bearing, with well sustained size. Good shipper. TRY IT. You'll like it. We'd show you a picture, but we have only a limited number of plants, and a picture would oversell. Prices below left.

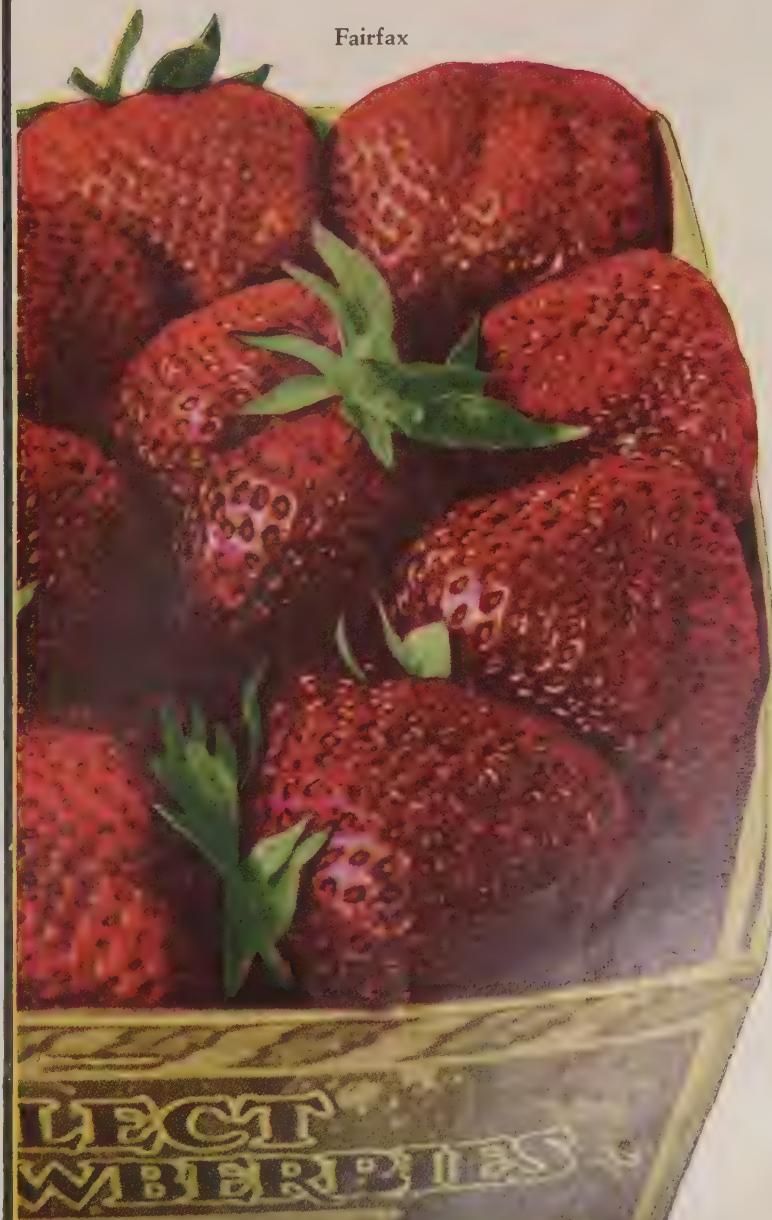
## Senator Dunlap

This variety grows itself, mates itself, and produces loads of large, beautiful berries. Berries are fine fresh from the vine, and especially fine for canning. Flavor sweet and delicious. A good shipper. Grow Dunlap in narrow rows, and the small extra effort will greatly repay you. Midseason. Bi-sexual. You'll find plenty of people still who say: "Dunlap for me!". Prices left.

R. M. Kellogg Company,  
Three Rivers, Michigan



Kellogg's Big Late



Fairfax

# The Years U-



1915

1916  
1917

1918

1919

1920

1921

1922

1923

1924

1925

1926

Cultural Note: Plant Premier in rows 3 feet apart, and space them 2 feet apart in the row. Avoid lime; ordinary moisture requirements; plant in full sun.

Harold H. Lambert  
Photo

*Now!  
It's Here—  
Nectarena*

**And Premier is its Parent**

Now the new Strawberry you have been waiting for has arrived—a cross between Kellogg's Premier and Bedarena, the flavor-plus variety. It takes its deliciousness from Bedarena, and its other qualities from Premier. Turn to pages 12 and 13. And be sure to try a few Nectarena with your Kellogg's Premier order, then you'll know what it can do for you.

R. M. Kellogg Co.  
Three Rivers, Mich.

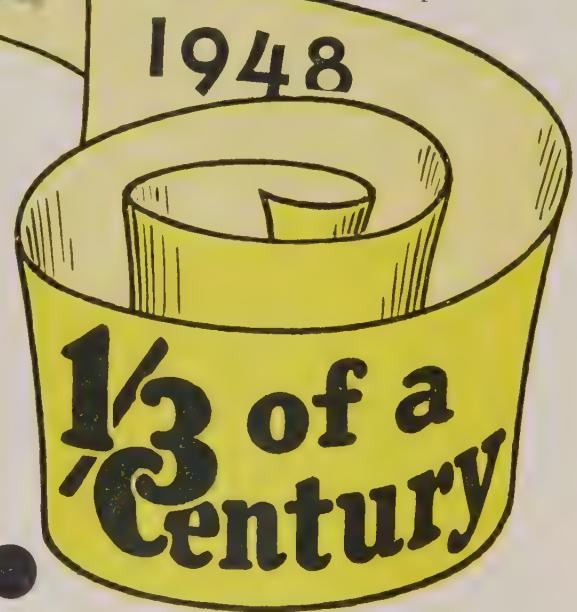
# Still and Still Kellogg's Premier Remains the Best of them All

1927 1930 1933 1936  
1928 1931 1934 1937  
1929 1932 1935 1938



Our advice to customers for years has been: "If you can plant only one variety, by all means plant Kellogg's Premier." And our advice is still the same, excepting for a few hundred plants of new varieties, for trial under your own conditions. For commercial planting, use Kellogg's Premier, the 12-Point variety. Read about the 12 points below.

1948



Bi-Sexual - Does  
not require mat-  
ing.

## Kellogg's Premier

### The Twelve Point Variety

(1) Extra Early. No worth-while variety is earlier. High prices—more profits.

(2) Resists Frost. Very essential with an early variety. Frost hardly touches Kellogg's Premier.

(3) Fruits Long. Nearly as late as most other varieties. Berries hold up well throughout the season.

(4) Extra Large. Size attracts attention and buyers; big profits.

(5) Well Shaped. See picture.

(6) Solid. One of the best market varieties. Ships well for long distances.

(7) Healthy. Seldom diseased. Foliage tough, dark green, glistening, leathery.

(8) Beautifully Colored. Red clear through. Buyer's delight.

(9) Best for preserving. Retains shape and color.

(10) Easy to Grow. Stands drought, excess moisture, other unusual conditions.

(11) Delicious. A fine table berry. Makes customers come again and again.

(12) Extra-Productive. Yields of one quart per plant are common, sometimes two.

Order Early

Strawberry plants are very scarce. We will reserve the plants from our estimated supply as soon as your order is received.

#### PRICES

##### Kellogg's Premier

25 plants .....	\$0.61
50 plants .....	1.02
75 plants .....	1.44
100 plants .....	1.85
200 plants .....	3.30
300 plants .....	4.70
400 plants .....	6.10
500 plants .....	7.50
1000 plants .....	14.50

# New Strawberry

With a flavor so different and indescribable, you'll say it must have come from another world

Our discovery of Nectarena so nearly matched our discovery of Kellogg's Premier, that we could use almost the same words in describing it. Three years ago, we were called to a small town near Toronto to view a new variety of Strawberry. It took only a glance for us to realize that here was a variety that far surpassed anything that had been originated up to that time, excepting, perhaps, its parent, Kellogg's Premier. The berries were large, bright colored, and beautiful; and they lay in great masses among the foliage like treasures of gleaming red gold, which indeed they are.

But the big difference appeared when we tasted it. Years ago we had a variety known as Bedarena, which was lacking in certain important respects, but had a flavor so sweet, mild, and melting that we often remarked: "What a pity we can't get that flavor into a variety like Premier!"

## Sweet Memories

Now, in this new variety, we immediately recognized the Bedarena flavor, more delightful than ever, if anything. And what was our surprise to find that the new variety was a cross between Bedarena and the famous Kellogg's Premier, taking its flavor from Bedarena, and its other characteristics from Premier.

And so, in one respect at least, this new variety does surpass



Kellogg's Premier: it has a far better flavor, and although it would be difficult at present to say that it surpasses Premier in other characteristics, it is its equal in many; and the one point alone—flavor—would be enough to make it a close or even a surpassing rival.

## Otherwise Like Premier

Compared with Kellogg's Premier, it starts ripening only three or four days later, and has ripened earlier. Seems to be equal as regards frost-resistance and length of fruiting season—three to four weeks.

Again like Premier, berries are extra large, well shaped, beautifully colored clear through, and have an irresistible attractiveness. We believe firmly that Nectarena will be one of the most profitable of all Strawberries.

Very easy to grow. Foliage is strong, healthy and vigorous. Bi-sexual; does not require mating.

## Lots of Berries

Yields vary under various conditions, but one grower who tested the variety, set out 1000 plants and from those 1000 plants states that he got 2000 quarts of fine, marketable berries, an exceedingly good yield. Observations so far indicate that it is equal to Premier as to productivity.

## PRICES

25 for	\$1.50
50 for	2.80
100 for	5.40
200 for	10.40
400 for	20.30
500 for	25.25
1000 for	50.00
And Worth It!	

## Planning Ahead Will Make MONEY for YOU

You will be following smart business practice if you order a few plants of new varieties for trial. You need not order them in large quantities—a moderate order will give you enough plants to determine for yourself how good the variety is under your conditions; then if it does do well, you are in a position to order commercial quantities with confidence, and you will make big profits.

See Nectarena Strawberry, these two pages; Grapes, page 3; Streamliner Strawberry, page 5; and Blueberries, page 15.

# Nectarena

Plant Patent Applied For.

The name Nectarena comes from two words: **Nectar** and **Bedarena**. The word Nectar we use in whole, because it indicates a wonderfully palatable sweetness, then we add the last three letters of the word Bedarena, because Bedarena was the parent from which this new variety takes its flavor.

At last we have a new Strawberry variety for you, and it is a honey! But, oh, what a job to describe it! We looked in a book of synonyms for words, and found the following: sugar, saccharine, saccharose, crystallose, and other trash. For the word delicious, we found palatable, good tasting, pleasing, delectable, toothsome, dainty, and similar inadequacies. Our final conclusion is that at times, the English language is a highly unsatisfactory instrument.

**Bi-Sexual. Does Not  
Require Mating**

**The New  
Sweetheart  
of the  
Garden**

**Cultural Note:**  
Culture of Nectarena: same as other varieties. Keep it in narrow rows. No variety should be allowed to run wild. It is an easy matter to keep runners chopped off.



Try Nectarena! See page 5 for Kellogg's Tester Special. Save!

## What's Wrong With This Picture?

Here is a picture of beautiful, large, bright red Strawberries. They even look appetizing, don't they? But, there is something wrong with the picture.

The trouble with this particular picture is that it cannot show the delicious taste of Nectarena Strawberries. It may arouse memories in your mind of how ordinary Strawberries taste, but Nectarena has a new taste with which you are not at all acquainted.

The only way to experience the out-of-this-world taste of Nectarena is to order a few, and try them yourself. It's important.

**R. M. Kellogg Co.  
Three Rivers, Mich.**

Kellogg's



# Strawberry Bargains

It is so important that you try the new Nectarena Strawberry that we have included it in both of the bargains below. In fact, either one of these gardens is excellent as a means of acquainting you with Nectarena. The older tried-and-true varieties are right there for comparison.

## Spring and Fall Garden

If you want berries in both spring and fall, order this garden. Half of it is everbearing varieties, the other half June-bearers.

50 Kellogg's Premier .....	\$1.02
50 NECTARENA .....	2.80
50 Minnesota Everbearing .....	1.80
50 Gem Everbearing .....	1.40
Total Value .....	\$7.02

SPECIAL PRICE .....

200  
Plants  
\$5.95

## June Garden

Many of you like your Strawberries only in the "Good Old Summer Time," so here is your garden: June-bearers only, no everbearers.

50 Kellogg's Premier .....	\$1.02
50 NECTARENA .....	2.80
50 Fairfax .....	.92
50 Catskill .....	.92
Total Value .....	\$5.66

SPECIAL PRICE .....

200  
Plants  
\$4.55



## Money Maker, Quarter Acre!

This is the ideal start for you in the small fruit business. The number of plants offered here is just right for one-man care, spare time. With a start such as this, you can learn how to grow Strawberries successfully, for profit, then add to your acreage year by year until you get up to several acres—and big money.

1000 Kellogg's Premier .....	\$14.50
400 Dorsett .....	5.30
400 Fairfax .....	5.30
<hr/>	
Total Value .....	\$25.10
SPECIAL PRICE .....	\$22.59

Give these plants good care, and they should produce from 1200 to 2000 quarts of berries for you, fine berries that will bring prices of 30c to 50c per quart or more. Your income at these rates figures \$360 to \$1000.

Special  
Price

**\$22.59**

# Blueberries

You can grow them at home. Marshy land not required. Simply observe the few cultural instructions below, and they will succeed for you, on high land or low.

Berries juicy, mild, and delicious, much better than wild fruit. Two to three times larger than wild varieties, small seeds. Accordingly they bring high prices. They are solid and firm and ship well. They grow upright, easy to pick.

The plants last a lifetime, and bear large, profitable crops. Four-year plants usually yield around 800 to 1000 quarts per acre; older plants more. Fruit ripens over several weeks. Large clusters.

Set 5 to 7 feet apart. Moist soil O.K., but with mulching can be grown on most any acid land. Use peat moss, oak leaves, woodland soil or aluminum sulphate for acidifiers.

3 plants—\$4.70    12 plants—\$16.54    36 plants—\$48.02  
6 plants— 8.66    24 plants— 32.28    48 plants— 63.76



**Boysenberry Cultural Note:** Plant Boysenberries at least 5 to 7 feet apart, 8 to 10 feet for commercial planting. Train new growth both ways on wires or trellis. For winter, mulch with straw or coarse stable manure. Sandy loam best; good drainage.



*Combined Flavor*  
**Loganberries  
Blackberries  
Raspberries**

## Boysenberries

Combine all the delights of Raspberries, Loganberries and Blackberries. Will improve your garden and make money, too. No fruit introduced in recent years has created the sensation that Boysenberry has created.

In size, it is huge: about one by two inches. Fruits one year after planting. Good for pies, shortcakes, canning, or fresh from the vine. No hard seeds.

### Grow on Trellis • Easy to Pick

Berries stand well away from the vines: easy to pick. Large fruit makes quicker fill-up of box. Trellis should be 4 to 5 feet high. See cultural note above picture.

**PRICES: Regular Boysenberries**  
6 for \$1.20    25 for \$3.45    75 for \$ 9.45  
12 for 1.95    50 for 6.45    100 for 12.45  
200 for \$24.45    300 for \$36.45

### Thornless Boysenberries

Ripen about three weeks earlier than the regular variety. Culture same. Somewhat smaller than regular variety. Flavor has more of a tang. Very delicious. Prices right.

3 for \$0.75  
6 for 1.25  
12 for 2.50  
25 for 4.00  
50 for 7.00

# Raspberries

Kellogg's Raspberry and Blackberry plants are grown under the best of conditions, and are given the best of care, to make them the best possible plants for you. A special location was selected for their propagation, near the lake shore, where the soil and climate have been found ideal for their culture. Our grower is an expert with this type of plants and specializes in them almost exclusively. They are all top grade, and rigidly inspected by the Michigan State inspector.



## Prices

Red Raspberries and Purple Raspberries at right.

12-	\$ 2.50
25-	4.06
50-	7.18
100-	13.44
200-	25.98
300-	38.52
400-	51.06
500-	63.60
1000-	126.30

**Bargain!**  
**Black & Red**  
12 Red Raspberries  
and  
12 Black Raspberries  
Enough for home use.  
Varieties our choice.  
Total Value, \$4.30.  
**SPECIAL PRICE \$3.85**

Cultural Note:  
Plant Raspberries and Blackberries 4 to 6 feet apart; good soil; full sun.

**Order Early**

## Prices

Black Raspberries described at right.

12-	\$ 1.80
25-	2.92
50-	5.18
100-	9.68
200-	18.66
300-	27.64
400-	36.62
500-	45.60
1000-	90.50



# Red Raspberries

Four outstanding and proven varieties. All good money-makers.

## Indian Summer Red

There are two crops: one regular crop in June, and another crop in the fall. Good, too, and delicious. Fine fresh, canned, or frozen. Berries thimble-shaped and borne in large, loose clusters. All berries mature. Hardy, strong, vigorous and upright. Becoming very popular. Try them! Prices at left.

## Latham Red

Late and good! Berries nearly 1 inch across, deep red, not crumbly. Delicious. Heavy bearer. Hardy. Fruits for years without re-planting; now the favorite red. Prices at left.

## St. Regis Red

If you want a summer variety, fine. St. Regis bears an excellent crop in the summer. And if you want a fall bearer, that's fine, too, for it repeats in the autumn. Strong grower, heavy producer, hardy. Berries medium large, bright red, delicious in flavor. Prices at left.

## Sunrise Red

The earliest, the best, the brightest red. Extra large, fine textured, sweet, tangy flavor. Keeps well after picking, gets top prices, this is due to its earliness and extra fine quality throughout. Good for home gardens. Keeps color in the can, delightful to eat freshly picked. Easy to grow. Grows most anywhere. This is a new variety that you will want to try. Prices at left.

See prices at left under Red Raspberry picture.

# Black Raspberries

Everyone loves them, and they are money-makers.

## Logan Black

Firm, solid, large, and glossy. Color purplish black. Rich and spicy, brings customers back for more. Sturdy growers. Heavy yielders. Prices at left.

## Cumberland Black

A favorite for years. Hardy, strong, tall, fruitful. Large and delicious. Midseason. Prices at left.

**R. M. Kellogg Company,  
Three Rivers, Michigan**



# Sodus Purple Raspberries

SODUS is a dandy. Has the delicious flavor and texture that makes people come back for more: mild, sugary and delicious. Its new color attracts buyers and its flavor keeps them. Berries large, firm and attractive; do not crumble. Plants vigorous, hardy, productive.

12 for \$2.50	50 for \$ 7.18	100 for \$13.44	300 for \$38.52
25 for 4.06	75 for 10.31	200 for 25.98	400 for 51.06
500 for \$63.60			1000 for \$126.30

# Blackberries

Fortunately the two varieties of Blackberries that we have to offer are the best. Reliability proven over a period of years. Here they are:

## Alfred

Many growers prefer Alfred to any other variety, claiming big profits and lasting customer satisfaction. Beautiful, glossy black berries, often 1½ inches long and 1 inch across. Almost free from seeds or core. Plants sturdy and healthy. Prices below.

## Eldorado

Eldorado has been out in front for a longer period of time than any other variety. Strong, hardy. Heavy producer. Berries big, sweet, delicious. Seldom injured by frost. Clusters large and beautiful. Always bring top prices. Plants extra clean, pure and healthy. Prices below.

### PRICES:

12 for	\$ 1.85
25 for	3.74
50 for	7.28
75 for	10.82
100 for	14.35
200 for	28.50
300 for	42.65
500 for	70.95
1000 for	141.00

**Cultural Note:**  
Plant Cherry trees,  
both sweet and sour,  
in good, well drained  
soil, 18 to 22  
feet apart.

Schmidt's Bigarreau  
(Sweet)

# Cherries

Our Cherry trees are unusually fine, but our supplies are small on account of the recent labor shortage. Be sure to order early.

Black  
Tartarian  
(Sweet)

## Sweet

These are the Cherries that are so good when eaten from the tree. Extra high prices when offered for sale.

**Black Tartarian.** Large, rich, black, sweet. June.

**Royal Ann.** Large, pale yellow, red cheek. Firm flesh. July.

**Schmidt's Bigarreau.** Large, black, dark flesh. July.

**Windsor.** Large, dark red. Late July.

All Sweet Cherry Trees,  
7/16 in. Caliper.

1 for \$2.90	6 for \$11.96
2 for 4.72	12 for 22.84
3 for 6.52	24 for 44.58

Royal Ann  
(Sweet)

## Sour

Sour Cherries are particularly fine for cooking. Excellent for pies, preserves and other goodies. Commercially they are money-makers.

**Montmorency.** This is the old, heavy fruiting favorite. Cherries beautifully red, plump, smooth and shiny. Fine for canning or table. Sure bearer. Late June. Prices below.

**Early Richmond.** This is the "English Pie Cherry." Many like it better than Montmorency. Fruit medium size, red and juicy. Tree is strong grower; bears young. June.

All Sour Cherry Trees, 7/16 in. Caliper.  
1 for \$2.80    3 for \$ 6.30    12 for \$22.04  
2 for 4.54    6 for 11.54    24 for 43.04

Montmorency  
(Sour)

## Delicacies for Your Table

Here are trees that are useful and ornamental.

### Apricot

Not at all difficult to grow, and you'll get good prices for the fruit. Grow them just as you would Plums, but if possible give them a northern exposure, to delay blooming, and thus eliminate danger from late frosts. Have one in your back yard instead of the old-fashioned Apple tree. Prices above.

### Quince and Apricot Trees:

2-yr., 7/16 in. to 9/16 in. caliper.	
1 for .....	\$3.00
2 for .....	4.88
3 for .....	6.74
4 for .....	8.62

### Quince

Every home owner should have a Quince tree for jellies, preserves, Quince honey, and other uses. They are fine profit-makers as there is a demand for fruits for jellies. You can also make money by selling Quince honey.

Quince trees are hardy. Bear in August and September. Bear young. Prices above.



# Kellogg's Apple Trees

All Kellogg's Apple trees are first class, and rigidly inspected, true-to-name and especially selected for hardiness and productiveness. Plant 32 to 40 feet apart.

**Dark Red Delicious.** (Pictured at left.) Deep rich red; juicy and good. Plant for extra profit. Sturdy. November-March.

**Dark Red Jonathan.** (Pictured at right.) Prolific. Bears while young. November-April.

**Dark Red Northern Spy.** (Pictured below left.) Genuine Northern Spy of vivid red. Good keeper; shipper.

**Hyslop Crab.** Large over-all red. August.

**McIntosh Red.** Large crimson fruit, slightly acid; good keeper and shipper. October.

**Red Astrachan.** Bright red. Delightful tart flavor. July and August.

**Rhode Island Greening.** Cook it, keep it, eat it raw. Good until the ground begins to thaw. Large, greenish yellow. Abundant yielder. December-April. Pick early.

**Stayman's Winesap.** Bright red eater, cooker. Extra large, prolific. Can be stored. Winter.

**Wealthy.** (Pictured at right below.) August and September. Fruit medium size. Red, with some yellow stripes. Fine quality.

**Yellow Delicious.** (Pictured at left.) A taste that's mild and sweet. A shape that's plump and neat. Golden yellow; productive. Good cooker; bears young. November-December.

**Yellow Transparent.** (Pictured above right.) Very early; large, yellow; flesh white. July.

**Anoka.** Bears one year after planting. Eight crops of Apples at only ten years old—hardy in all climates, high quality, delicious fruit. Attractive red. July-August.

## PRICES

2-Year, 7/16 in. to 9/16 in. Caliper.		
1 for \$1.75	6 for \$ 7.02	50 for \$53.70
2 for 2.72	12 for 13.38	75 for 80.20
3 for 3.80	25 for 27.20	100 for 106.70

**R. M. Kellogg Co.,  
Three Rivers, Mich.**

# Red Haven Peach



This beautiful, flaming scarlet Peach is EXTRA EARLY, with all the advantages that go with extra earliness. Days before the ripening time of other good Peaches, it will be enticingly colored with all-over flaming scarlet, ready to pick, firm and solid, awaiting a trip to distant markets. Easy to handle.

Red Haven is indeed another "Haven" for Peach growers, having the famous Haven flavor and advantages; fine, sweet, firm textured, with beautiful golden flesh. Excellent for eating fresh, excellent canner. Best of quality in every way. Hardy. Excellent yielder. Bears young. FREESTONE and SELF-POLLENIZING. A profit maker from the word "Go."

## PRICES:

All Peach Trees, 1-yr., 7/16 in. caliper.		
1 for \$1.45	4 for \$4.17	25 for \$23.20
2 for 2.36	6 for 5.98	50 for 45.95
3 for 3.26	12 for 11.42	100 for 91.45

## Peach Growers' Haven

Red Haven (above) and Hale-Haven (next page).

Here are the varieties of Peach trees that Peach growers are rushing for. These "Haven" varieties are the kind that will really make money. And besides, the two "Haven" varieties, we list a number of the old standbys. Don't overlook them; they are still excellent.



Commercial growers, order plants for trial. Then you will know from your own experience how well Nectarena does for you.

## Yes. These are Buds . . .

But these particular buds tell you nothing. The buds that are important in the case of the new Nectarena Strawberry are innumerable little "taste-buds" on your tongue. They'll tell you more about Nectarena than all the pictures and printed words in the world.

You have to have actual berries on hand to make this "taste-bud" test. Order at least a hundred plants right away, and be ready for a pleasant surprise at fruiting time. See pages 12 and 13.

# Hale-Haven Peach

Produces loads of huge, delicious fruit early, when mouths are watering for the season's first Peach. Frost resistant. A great money-maker. Fruit beautifully colored; beautifully shaped; flesh thick, wholesome, delicious. Perfect freestone. Often bears second year after planting. Two weeks earlier than Elberta. It has been well tested, and has proven reliable. Prices below.

## Other Peaches

**Champion.** Best early white-fleshed freestone. Rich and juicy. Highly colored cheek. August.

**Elberta.** Large, oval-shaped, yellow freestone. Red cheek. Prolific, hardy. Mid-September.

**Golden Jubilee.** Extra early. Moderately oval in shape; color vividly marked bright orange. Gives yields that are truly enormous, all high quality fruit. Delicious flavor. Excellent freestone. Good fresh or canned. Perfect pollenizer. Hardy.

**J. H. Hale.** Flesh yellow and sweet. Good canner and shipper. Largest freestone. Early September.

**South Haven.** Fine flavor. Flesh yellow, sweet, showy exterior. Early. Freestone. September 1st.

**PRICES:** All Peach Trees, 1-yr., 7/16 in. caliper.

1 for \$1.45	4 for \$4.17	25 for \$23.20
2 for 2.36	6 for 5.98	50 for 45.95
3 for 3.26	12 for 11.42	100 for 91.45

**Cultural Note:** Plant Peaches 18 to 20 feet apart in ordinary, well-drained, sandy loam soil.



Hale-Haven



## Take a Vacation

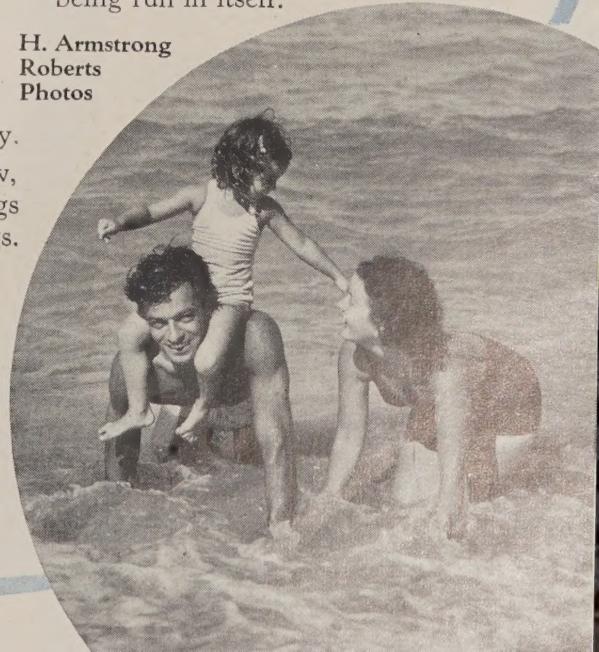
Eat well, play, get lots of rest,  
Do only things that you like best,  
Sleep so deep you hear no sound,  
Then mount a horse and ride around,  
Or take a swim, or read a book,  
Or get a big one on your hook;  
Do as you please for day on day,  
But just be sure that it's away  
From home and care—yes, miles away.  
Then back you'll come as good as new,  
All ready for those humdrum things  
With happy air and heart that sings.  
©

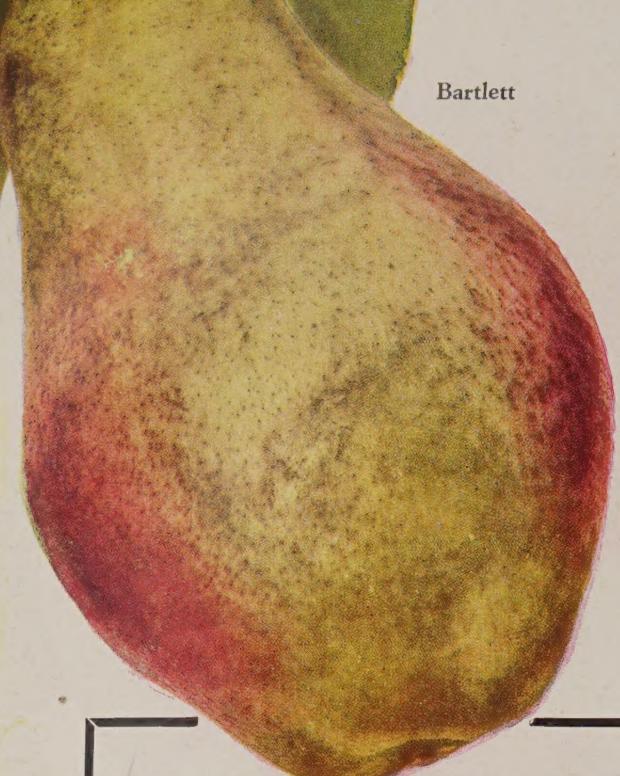
Make fun a part of your life. You need it. And if you grow Strawberries for vacation money, you are doing something that comes near being fun in itself.

H. Armstrong  
Roberts  
Photos

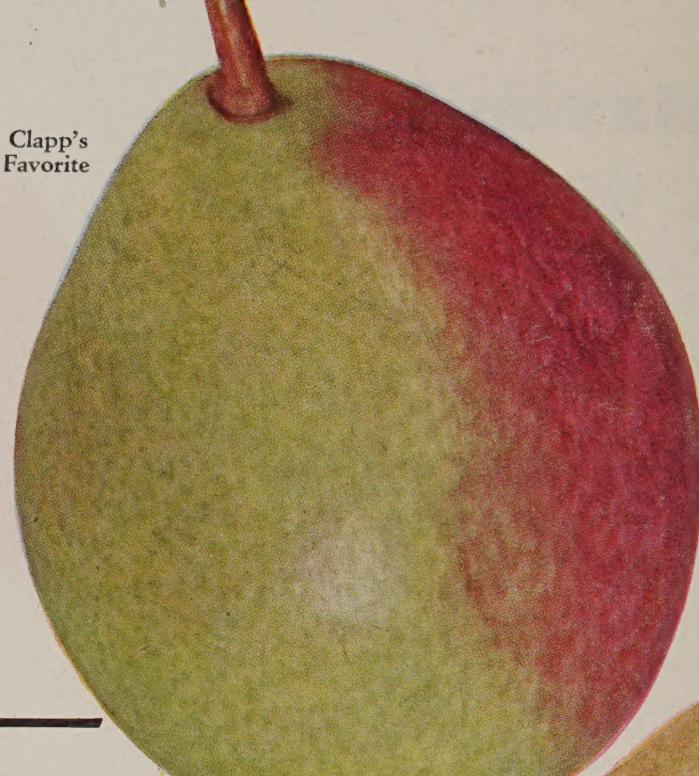
## Strawberries Will Pay the Bill

A good way to get vacation money is—Grow Strawberries. One-half acre of Strawberries—2000 to 3000 quarts or more. Price 25c to 35c per quart or more. Proceeds \$500 to \$1000. Those sums will pay for a very nice outing, don't you agree?





Bartlett



Clapp's  
Favorite

**Cultural Note:**  
Plant Pears  
18 to 20 feet  
apart. Ordinary soil  
O.K., but clay loam is  
best. Succeed almost  
anywhere. Apples will  
grow.

**Bartlett.** (Pictured above.) This old favorite is large and juicy, and has a mild but rich flavor. A very strong grower and prolific bearer. One of the best canning Pears. Bears in September.

**Clapp's Favorite.** (Pictured above right.) A very large and handsome Pear, yellow with red cheek. The best of the large early Pears. A fair canner if picked before too ripe. Bears in August.

**Duchess.** A large, frequently russeted, greenish yellow Pear. Heavy bearer, sweet and buttery. Marketable. October and November.

**PRICES:** All Pears—2-year-old, 7/16 to 9/16 in. diameter, and 2½ to 3 feet or more high. All are well branched.  
1 for \$2.80      3 for \$ 6.30      12 for \$22.04  
2 for 4.54      6 for 11.54      24 for 43.04

## Pears

**Flemish Beauty.** Good bearer of large, juicy, rich fruit. Plant in sun. September and October.

**Seckel.** A small Pear, light russet in color with red cheek. Has fine grain, and a very sweet flavor. Very good for pickling. Bears in October.

**Kieffer.** (Pictured at right.) A large yellow Pear noted for keeping. Fast grower, young bearer. Bears in October and November.



Kieffer

## GUARANTY

We guarantee stock to be just as represented or orders refilled free; we further warrant all stock to be carefully packed and shipped in good growing condition, and if this stock is properly and carefully planted, watered, and cared for, it will grow and give satisfactory results.

We cannot guarantee continuous growth since this depends upon the care you give the plants, and also upon your local conditions. However, where failure of plants to grow is due to arrival in poor condition, we will replace the unsatisfactory plants without charge, providing reports are received prior to June 10th.

No refunds will be made for failure of plants after June 10th unless a preliminary report is received prior to that date.

It is mutually agreed that in any event we will not be liable for more than the purchase price of the stock. In case of inability to fill an order, return of the customer's money shall release us from any further liability whatsoever.

## For Best Service, Observe the Following:

**PLEASE USE THE ORDER BLANK** enclosed with your catalog if you have one. If you do not have an order blank, tabulate your order on any blank piece of paper.

**EXPRESS OFFICE.** If there is no Express Office in your town, write the name of the nearest Express Office town from you and also the distance from you on the order blank.

**ORDER EARLY** and have plants reserved from our estimated supply. As far as possible, orders are shipped in the same rotation as received within the shipping time for your locality.

**SEND MONEY** by postal, express or bank money order, or registered letter. Unregistered currency, send at your risk. Payment in full should accompany all orders of \$5.00 or less. With larger orders, you may send one-third with order, balance when you want shipment. No C.O.D.

**ALL MEMBERS OF A FAMILY SHOULD PREFERABLY ORDER UNDER ONE NAME.**

**SHIPPING CHARGES.** On express shipments, you pay Express Company upon delivery; on parcel post shipments, you remit postage to us after shipment is completed.

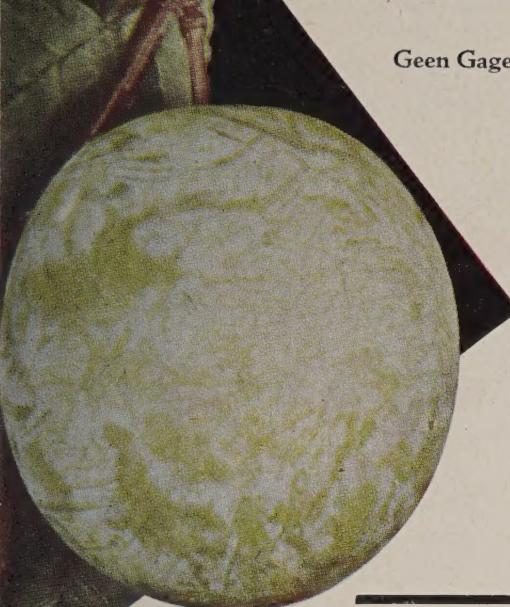
**IF YOU SPECIFY METHOD OF SHIPMENT,** we will follow your instructions as far as possible, but there is a size and weight limit to parcel post shipments, consequently most trees and other large items must go by express.

**CANCELLATIONS.** We reserve the right to refuse cancellations or changes during the shipping season for obvious reasons. Plants not returnable for credit.

**WE CANNOT AGREE** to delay shipment beyond May 20. Strawberry plants, May 10.

**ONCE AN ORDER IS ACCEPTED,** we will make every effort to ship; however, should we be unable to ship or fail to make shipment for any reason whatsoever, we reserve the right to cancel the order and return the customer's money and thereupon our obligation ends.

Geen Gage



## Plums

All well branched, healthy and vigorous, two-year-old stock.

**Green Gage.** (Pictured above left.) Always a favorite either for canning or table. High sugar content. September.

**Superior.** (Pictured above.) A new variety of very large, firm, beautiful red; delicious in flavor. Peels easily, just like a Peach. Very hardy. Strong and healthy. Very good market variety. Rich yellow flesh. Early August.

**Burbank.** Very hardy; bears early. Fruit large, red. Late August.

**Fellenberg.** (Italian.) (Pictured at right.) Good sized purple. Good canner; ideal for drying. September.

**Lombard.** Medium size, red, market variety. Productive. Late August.

**Stanley Prune.** Fine for cooking, fine for eating fresh. The fruit is large and dark blue; flesh greenish yellow, juicy, tender, firm, sweet; freestone; midseason.

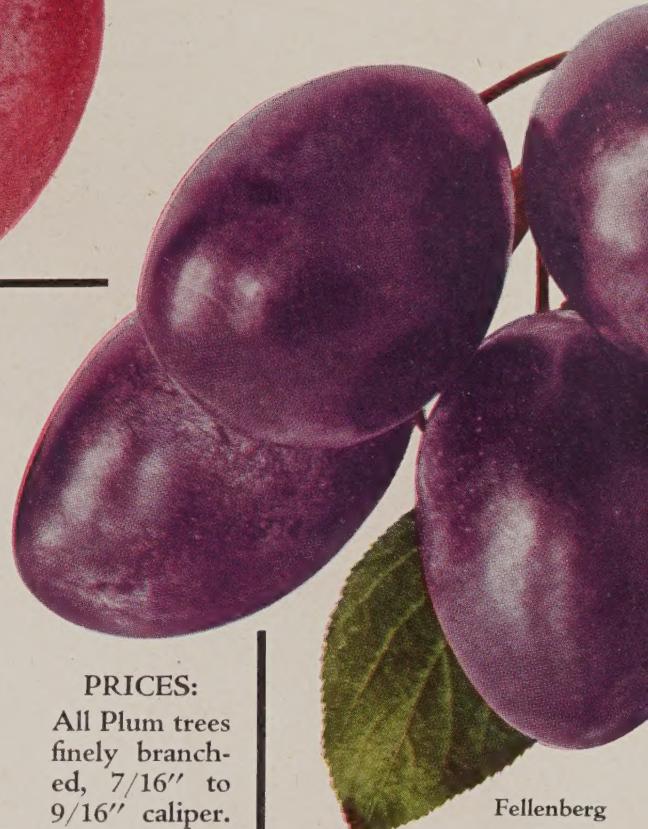
**ORDER ACKNOWLEDGEMENTS.** All orders that cannot be shipped immediately will be acknowledged. If you order early for later shipment and do not receive acknowledgement within two weeks, please advise us. Late in our season, orders are shipped soon after receipt, and are not acknowledged.

**SHIPPING TIME.** Orders will be shipped at planting time for your locality. Please do not specify a shipping date, unless for some special reason other than weather. In such cases we will ship as near as possible to your specified date, depending on weather and labor conditions here. Again we say, please don't try to guess the weather in advance. It simply can't be done.

**R. M. Kellogg Co.**  
**Three Rivers, Mich.**

## Try the New Things

And see for yourself how they do for you, then plant in quantities after the tests prove their value to you.



### PRICES:

All Plum trees  
finely branched,  
7/16" to  
9/16" caliper.

1 for	\$2.80
2 for	4.54
3 for	6.30
6 for	11.54
12 for	22.04
24 for	43.04

Fellenberg

### Cultural Note:

Plant Plum trees 18 to 20 feet apart in any good, ordinary soil. Need sun.

## Order Early!

Hold on there! We don't mean that you have to order while you are still a child.

But we do mean that you should order early in the season, while we still have a full stock of all varieties. January and February are none too early for spring ordering, and as soon as your order is in, the plants will be reserved for you from our estimated supplies. Orders will then be properly filed for shipment at the best planting time for your locality.

We subscribe to daily U. S. Government weather reports, and are able to watch the progress of spring where you live, hence can ship accurately. So don't delay. Order now.

Have you a little sweetheart? If so, give her (or him) plenty of fresh fruit—home grown.

H. Armstrong Roberts  
Photo



*"Ain't She Sweet? We Ask You Very  
Confidentially"*



Satin skin,  
Sunny smile,  
Eyes that dance  
With impish guile,  
Teeth that gleam,  
And sparkling hair,  
Oh, little girl,  
How sweet you are!

©

H. Armstrong Roberts Photo

R. M. Kellogg Co. Three Rivers, Mich.



Folks, meet our little sweetheart with her big straw hat, golden hair, and sparkling, sunny smile. We wish she'd never grow up, but always stay just as she was when the picture was taken.

But look, she has a basket of Strawberries! We don't want to take anything away from our Honey Girl, but we do want to say that the Strawberries are just as sweet as she is. In fact, they are an entirely new variety that we call Nectarena, with a flavor that's really something "out-of-this-world."

We can't tell you about the flavor. It's really impossible to describe it adequately. But turn to pages 12 and 13, and we'll tell you as much as we can, and how you can get it. You really have to taste it to know how delightful it is.

